

Message Text

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21

ACTION ARA-10

INFO OCT-01 ISO-00 EB-06 USIA-15 COME-00 AGR-10 RSC-01

/043 W

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R 041905Z NOV 74

FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 0895

UNCLAS SANTIAGO 6662

E.O. 11652: N/A

TAGS: BEXP, CI

SUBJECT: QUARTERLY REVIEW OF FY 1974 COMMERCIAL ACTION PROGRAM

REF: STATE A-4304, SANTIAGO 3652, STATE 225037

EMBASSY HAS PERFORMED THE FOLLOWING ACTIONS ON THE COMMERCIAL ACTION PROGRAM:

(A) CAMPAIGN #1 - AGRICULTURAL EQUIPMENT

(1) MONITOR \$22 MILLION IDB LOAN - ALL PURCHASES WERE COMPLETED BY MID-OCTOBER; U.S. FIRMS RECEIVED APPROXIMATELY 50 PERCENT OF ORDERS.

(2) SURVEY OF EXECUTIVES IN AGRICULTURAL SECTOR - INTERVIEWS HAVE BEEN CONDUCTED AND STATISTICAL MATERIAL GATHERED.

(3) VISITS TO MAJOR PRIVATE IMPORTERS FOR MARKET INFORMATION - IN PROGRESS. CONTACTS WITH PRIVATE AGENTS AND IMPORTERS REVEAL THAT DEMAND FOR AGRICULTURAL AND FORESTRY MACHINERY BOTH FOR GROWING CROPS AND PRELIMINARY PROCESSING OF PRODUCTS - IS SOLID. HOWEVER, EFFECTIVENESS OF DEMAND WILL NOT BE KNOWN UNTIL CHILEAN GOVERNMENT ASSIGNS PRIORITIES AMONG VARIOUS SECTORS OF THE ECONOMY. BASIC

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DECISIONS ON AMOUNT AND TYPE OF AGRICULTURAL

IMPORTS STILL HAVE NOT BEEN MADE, BUT ARE
EXPECTED BY THE END OF NOVEMBER.

(4) LIAISON WITH AID AND AGRICULTURAL ATTACHE TO
ENSURE POTENTIAL TO'S REFERRED TO COMMERCIAL
OFFICE. DONE.

(5) MARKET STUDY. SHOULD HAVE BEEN COMPLETED
BY AUGUST 15. DELAYED MAINLY BY LACK OF
SUBSTANTIVE INFORMATION WHICH WILL FLOW FROM
BASIC GOVERNMENT DECISIONS ON ALLOCATION OF
FOREIGN EXCHANGE FOR IMPORTS. NEW TARGET DATE
FOR COMPLETION OF STUDY - NOVEMBER 30.

(6) EVALUATION OF BEST POTENTIAL EQUIPMENT LINES.
AWAITS COMPLETION OF MARKET STUDY.

(7) NEWSLETTER ARTICLES - DONE; ARTICLES
PROMOTING AGRICULTURAL MACHINERY
EXPORTS WERE PLACED IN BOTH COMMERCIAL
NEWSLETTERS DURING THE QUARTER.

(8) TOP PROMOTION DURING RESEARCH VISITS.
SEVERAL TO'S HAVE BEEN GENERATED DURING
THESE VISITS; OTHERS ARE IN PROCESS.
"ELECTRONIC SUPERMARKET" PROMOTIONAL FILM
ARRIVED LATE SEPTEMBER AND WILL BE USED FOR
REPRESENTATIONAL EVENT AS PLANNED.

(9) ENSURE TWO AGRIVULTURAL PARTICIPANTS IN
FISA 74. U.S.
PAVILION IN FISA 74 IS COMPLETE WITH 25
U.S. EXHIBITORS, NONE OF WHICH IS STRICTLY
IN AGRICULTURAL EQUIPMENT. SEVERAL EXHIBITORS,
E.G. GM, EXXON, AIRCO AND DOW WILL DISPLAY
PRODUCTS USED IN AGRICULTURE.
STATE OF GEORGIA TRADE MISSION (SANTIAGO
A-190 OF OCTOBER 11, 1974) INCLUDED
REPRESENTATIVES OF FIVE FIRMS IN AGRICULTURAL
EQUIPMENT. THIS MISSION HELPED FULFILL
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PROMOTION AND RESEARCH GOALS IN THE
AGRICULTURAL EQUIPMENT CAMPAIGN.

(?) OTHER CAMPAIGNS SCHEDULED FOR LATER IN FISCAL YEAR.
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